INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

No. 1747 **Washington, D. C.** **September 12, 1959**

1959 Pack of Canned Peas

The 1959 pack of canned green peas totaled 29,020,062 actual cases compared with the 1958 pack of 33,110,010 cases, according to a report by the N.C.A. Division of Statistics.

The 1959 pack in Wisconsin totaled 9,780,431 cases, of which 2,480,011 cases were Early June and 7,300,420 cases were sweets. The pack there in 1958 was 13,175,459 cases.

The U. S. pack is 58 percent Fancy, 29 percent Extra Standard, and 13 percent Standard, compared with 61, 28, and 11 percent, respectively, last year.

Effect of Family Income on Household Food Consumption

The quality of food consumed increases more than the quantity when family income increases, according to a report by the Agricultural Marketing Service of USDA.

The report measures the influence of differences in family income, by major income classes, on food consumption at home. The data were collected in USDA's 1955 Household Food Consumption Survey and now have been tabulated in this special marketing research report.

Among the findings in the report:

While the amount of food consumed increases slightly with added income, the big change is in the cost of food purchased, such as better cuts and grades of meat. The value of food consumed reflects an upgrading of diet.

With an increase in family income, some foods show fairly sharp consumption increases, while consumption of other foods remains nearly the same, or, in a few instances, declines.

In general, the lower the level of income, the greater is the difference in food consumption when income changes.

Copies of the report, *Income and Household Size: Their Effects on Food Consumption* (MRR 340), may be obtained from the Office of Information, USDA, Washington 25, D. C.

Senate Labor Committee Has Draft of New Wage-Hour Bill; With Adjournment Near, No Action Is Indicated This Session

It was indicated this week that a new wage-hour bill, embodying the recommendations of the Kennedy subcommittee, has been drafted and is awaiting consideration by the full Senate Labor Committee. The bill would raise the statutory minimum wage, extend coverage to a number of retail and service workers not now covered, and curtail the overtime exemptions presently available to fruit and vegetable canners, as recommended by the subcommittee, of which Senator Kennedy (Mass.) is chairman.

After holding hearings on the Kennedy bill, S.1046, the subcommittee agreed on July 10 to recommend to the full Committee a bill making a number of changes in the wage-hour law (see INFORMATION LETTER of July 18, page 237). The staff of the subcommittee set about to draft legislative language intended to accomplish the subcommittee's objectives.

The indication that the drafting of the new bill may have been completed was given by Senator Morse (Ore.) on the floor of the Senate on September 8. He stated that the Labor Committee had discussed such a bill that morning and that "the Labor Committee in all probability will hold a meeting on that measure and will vote it either up or down in the next couple of days."

With adjournment anticipated soon, the Labor Committee has not announced any scheduled meetings. The Committee staff will not make available a draft of the bill, and indicates that no action will be taken this session.

USDA Scientists Find How Light Controls Plant Development

The pioneering laboratories established several years ago by the Agricultural Research Service of USDA have announced a fundamental discovery in plant physiology that may mean better control of plant development for specific purposes.

The discovery is that growth responses are governed by a reversible chemical reaction that is controlled by the color and intensity of light acting upon two pigment forms present in plants in invisible quantities. The pigment forms have now been isolated.

The fundamental discovery was made by Drs. Harry A. Borthwick and Sterling B. Hendricks at the Agricultural Research Center, Beltsville, Md., in studies on the effects of differences in the color and intensity of light on growth responses such as flowering, seed germination, elongation, and color production.

The scientists recovered the pigment forms from corn plants and removed some of the impurities. The material isolated is a protein, and functions as an enzyme. The pigment forms can be converted from one to the other outside of the plant, and this action can be detected by laboratory instruments. In the past, conversion of one form to the other was detected only by plant response. Now the presence of each can be detected by absorption of red or far-red light.

As the pigment forms are purified further, the scientists believe that they will be able to identify and modify them at will, and thereby influence the character of plant growth.

For scientists, the discovery is expected to open new areas of research in plant growth and plant regulators. Possible results, according to USDA, are crops of special heights for better harvesting, flowering of plants at times convenient to man, or for better control of plant pests.

Dr. Byron T. Shaw, Administrator of USDA's Agricultural Research Service, hails the discovery as an outstanding basic research achievement.

Of the pigments isolated by the USDA scientists, one absorbs red light

and the other far-red light. The pigment form that predominates in a plant depends upon the color of light to which the plant is exposed. The form produced by the action of red light regulates plant growth and can absorb far-red light. However, if this form absorbs far-red light, it is converted back to the red-absorbing form that does not regulate plant growth.

It is the selective absorption of the various colors of light by the two pigment forms that apparently governs many phases of a plant's development.

To obtain the various colors of light for the experiment, the scientists directed white light from a high-intensity electric arc through a prism to break it into all the colors of the spectrum as in a rainbow. The portion of light used in this work was the red part of the spectrum from yellow (5,800 Angstrom) to far-red (near the limit of visible red light (7,000 to 7,500 Angstrom), which is near the range of infra-red or heat energy.)

1959 Pack of RSP Cherries

The 1959 pack of canned red pitted cherries totaled 4,128,487 actual cases compared with the 1958 pack of 2,746,314 cases, according to a report by the N.C.A. Division of Statistics.

The totals do not include pie fillings.

State	1958	1959
	(actual cases)	
N. Y. and Pa.	398,638	408,311
Michigan	1,755,275	3,133,415
Wisconsin	275,668	401,436
Utah and Idaho	116,437	43,520
Wash. and Ore.	110,994	89,336
Other states	89,302	52,469
U. S. Total	2,746,314	4,128,487

Poultry Used in Processing

Poultry used in canning and other processed foods during the first seven months of 1959 totaled 151,893,000 pounds, 3 percent more than the 147,316,000 pounds used during the same period of 1958, according to a report by the Agricultural Marketing Service of USDA.

	Jan.-July 1958	Jan.-July 1959
	(thousands of pounds)	
Young chickens	21,020	26,507
Mature chickens	93,744	87,204
Turkeys	32,469	38,127
Other poultry	83	55
Total, Jan.-July	147,316	151,893

1958-59 Packs of Citrus

Reports on the 1958-59 packs of hot-pack citrus products have been issued by the Florida Canners Association and the Texas Canners Association.

FLORIDA

Hot-Pack Item	1957-58	1958-59
	(actual cases)	
Blended juice	4,077,923	3,509,836
Grapefruit juice	8,266,300	8,819,580
Grapefruit sections	4,646,835	5,055,639
Orange juice	18,028,784	14,914,737
Orange sections	12,966	17,661
Citrus salad	461,665	571,376
Tangerine juice	246,763	630,102

Source: Florida Canners Association.

TEXAS

Hot-Pack Item	1957-58	1958-59
	(actual cases)	
Blended juice	13,574	21,012
Grapefruit juice	701,052	835,108
Orange juice	134,892	154,605

Source: Texas Canners Association.

Efficient Warehouse Layouts

Effective warehouse layouts for a small, medium and large size grocery distributor, designed to obtain the lowest operating costs with minimum construction costs, are described in a report issued by the Agricultural Marketing Service of USDA.

The study was a part of USDA's program to reduce the costs of getting farm products from producer to consumer. It sought to determine the most advantageous places to locate the receiving and shipping docks, repack room, offices, and support columns. The report also discusses other factors in design and materials handling equipment in grocery warehouses.

Copies of the report, *Grocery Warehouse Layout and Equipment for Maximum Productivity* (Marketing Research Report No. 348), may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

MSSA Requirements for Canned Pumpkin

Tentative requirements for canned pumpkin from the 1959 crop have been announced by the MSSA at 1,788,000 pounds of U. S. Grade A in No. 2½ cans, the equivalent of 41,103 actual cases.

Procurement will be made by the Headquarters, Chicago Region, MSSA, 226 W. Jackson Blvd., Chicago 6, Ill.

Institutional Wholesaling

USDA has issued a report describing *Policies and Practices of Some Leading Institutional Wholesale Grocers.* The report is based on data obtained from nine institutional wholesalers with sales volumes ranging from less than $1 million to almost $5 million annually.

Pointing out that about one-fourth of the consumer's food dollar is spent for food served away from home, the report discusses factors in the institutional wholesalers' buying, physical handling of merchandise, selling and servicing operations, and summarizes some opinions with respect to the future of institutional wholesaling.

The section on buying procedures and practices contains discussions of procedures for buying regularly stocked items, procedures for buying new items, procedures for deleting items, and maintaining stock balance.

Copies of the report, Marketing Research Report No. 335, may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Wages in Food Marketing

The Agricultural Marketing Service of USDA has issued a report on regional differences in hourly earnings of workers in certain segments of the food marketing industry.

The data compare hourly average earnings in "all manufacturing" and in food and kindred products processing, for four geographic regions. The only data relating specifically to canning is a comparison of earnings in metropolitan and nonmetropolitan areas, $1.57 and $1.43 an hour, respectively.

Copies of the report, *Differentials in Workers' Earnings in Selected Segments of Food Marketing* (AMS No. 333), may be obtained from the Information Division, Agricultural Marketing Service, USDA, Washington 25, D. C.

Domestic Sugar Quotas

USDA on September 3 announced an increase in its estimate of domestic sugar requirements and raised the sugar consumption quotas for 1959 from 9.2 to 9.3 million tons. The increase was made because of the increasing demand for sugar especially in the Atlantic and Gulf Coast areas, USDA stated.

Forthcoming Meetings

Sept. 17-18—National Kraut Packers Association, Meeting, Racine, Wis.

Sept. 22-24—Institute of Sanitation Management, Annual Meeting, Hotel New Yorker, New York City

Oct. 15-16—Quartermaster Association, Annual Convention, Statler-Hilton, New York City

Oct. 18-21—National Association of Food Chains, Annual Conference and Exhibit, Sheraton-Park and Shoreham Hotels, Washington, D. C.

Oct. 29-30—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago

Oct. 29-31—Florida Canners Association, 28th Annual Convention, Hollywood Beach Hotel, Hollywood

Nov. 5—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 9-10—Wisconsin Canners Association, 55th Annual Convention, Schroeder Hotel, Milwaukee

Nov. 16-18—Georgia Canners Association, Annual Convention, King & Prince Hotel, St. Simons Island

Nov. 18-20—Indiana Canners Association, Annual Convention, French Lick-Sheraton Hotel, French Lick.

Woman's Day

"Spaghetti Sauces" is the title of The Collector's Cook Book section in the September issue of *Woman's Day* Magazine. It contains 50 recipes, most of them using canned foods.

In addition to many uses of canned tomatoes and tomato sauce, paste and puree, the following canned foods were used in one or more of the recipes: ketchup, tomato soup, tomato juice, whole kernel corn, mushrooms, kidney beans, deviled ham, tuna, minced clams, ripe olives, roasted peppers, garbanzo beans, anchovies, chicken gumbo soup, and sardines.

Woman's Day is distributed through the A & P stores, as well as many other supermarkets throughout the country.

N.C.A. Film at Cologne Fair

The industry film, "The Three Squares," produced as part of the N.C.A. Consumer and Trade Relations Program, will be shown at the trade fair in Cologne, Germany, starting September 25.

At the request of the International Trade Fair Branch, Foreign Agricultural Service, USDA, a print has been supplied for daily showings at the Cologne exposition. In addition to a current grand total of 2,354 showings to 23,144,125 total audience in the United States, "The Three Squares" has been shown at trade fairs or food congresses in Austria, Belgium, Canada, England, France, Germany, Italy, Mexico, New South Wales, and Turkey.

The Workbasket

"Lunches For School Children," a six-page article including a number of canned foods, appears in the September issue of *The Workbasket*, a needlecraft magazine. The article says:

"Lunches for the school children in your family can be more of a problem than either or both the other two daily meals. Lunch comes in the middle of your working day so you want to spend a minimum amount of time preparing it, yet it must be tasty and filling. The key word is the same one you hear again and again—planning.

"If your family comes home for lunch, there are numerous casseroles, hearty soups, salad combinations and hot sandwiches that can be easily prepared.

"The pantry shelf holds a store of foods that your imagination and a little added seasoning can make into excellent lunches. It's so simple to combine two (or even three) different kinds of soup and add a few extra herbs. Broil some canned lunch meat and serve it with currant jelly sauce."

Canned foods included in the recipes in the article are salmon, tomato juice, lima beans, tomato soup, crab meat, shellie beans, pork and beans, luncheon meat, tuna, condensed cream of celery soup, condensed clam chowder, shrimp, and condensed cream of mushroom soup.

The Workbasket is nationally distributed with a subscription circulation of approximately 1,500,000.

Seventeen

In the September issue of *Seventeen* magazine many canned foods are used in two articles featuring the back-to-school lunchbox.

The first article, "Lunch-Box Tips," gives ways to prepare faster and better packed snacks. It begins with the suggestion, "Tuck a one-serving size can of fruit or vegetable juice in the freezer at bedtime. When you get up in the morning wrap it in a strong paper napkin, then in foil and add it to your lunch." The sandwich suggestions included canned meat spreads, cranberry sauce, tuna, salmon, pineapple, and canned meats. For hot foods to take in a vacuum jug canned baked beans, chili, and soup are suggested. Dessert suggestions included canned fruits.

The recipes and suggestions given in the second article, "Lunch-Box Treats," includes the following canned foods: liver pate, tuna, deviled ham, ripe olives, cherries, apple-berry sauce, and cranberry sauce.

Status of Legislation

Agricultural Policy Commission—S. 2395 (Stennis) and H. R. 8335 (McIntire), to authorize such a study group, are pending in the Agriculture Committees.

Agricultural research—S. 690, providing for an Agricultural Research and Industrial Administration within USDA, to conduct research on industrial uses, was passed by the Senate July 28 and by the House, in amended form, Sept. 1; the House substituted a bill (H. R. 8639) that would create an Agricultural Research and Development Commission as an independent agency, to recommend research programs in production, marketing, and increased industrial uses.

Agricultural trade development (P. L. 480)—The conference report on H. R. 8609 was adopted by the House and Senate Sept. 11 and cleared for the President. H. R. 8609 extends P. L. 480 two years, to Dec. 31, 1961, and authorizes $1.5 billion each year for Title I sales; it also authorizes a food stamp program.

Antitrust enforcement—S. 716 was passed by the Senate July 29. The House Antitrust Subcommittee has agreed to defer action until 1960.

Consumer expenditures—H. R. 4420 (Zablocki), to authorize an FTC investigation of the farmer's share, is pending in House Commerce Com.

Co-op jurisdiction—H. R. 200 (Mason), to transfer jurisdiction over pricing from USDA to Justice Dept., is pending in House Judiciary Com.

Co-op marketing—S. 2014, to authorize associations of agricultural producers to own and operate marketing facilities, was the subject of hearings by the Senate Agriculture Committee on Aug. 13, 14, and 17.

Country Life Commission—Bills providing for the study were considered by House Agriculture Committee in May.

Crew leader registration—S. 1778 (Javits) and S. 2498 (Williams of N. J.) were the subject of hearings by a special Senate Subcommittee on Migratory Labor on Aug. 7 and 26. H. R. 5930 (Kearns) is pending in a House Labor Subcommittee. N.C.A. opposes.

Fair trade—H. R. 1253 was reported by House Commerce Committee June 9 and was the subject of a hearing Aug. 3 by the Rules Committee, which indicated further study to be needed. S. 1083 is pending in a Senate Commerce Subcommittee, which indicates no action this year.

FDA artificial coloring—S. 2197, with amendments, was passed by the Senate on Aug. 24 and is pending in the House Commerce Committee.

Federal pre-emption—H. R. 3 was passed by the House June 24 and referred to Senate Judiciary Committee, whose Internal Security Subcommittee held hearings on S. 3 in April and May. N.C.A. opposes application to food laws.

Food stamps—H. R. 8609 (agricultural trade development) authorizes the Secretary of Agriculture to establish a two-year program, limited to $250 million worth of foods in surplus.

Foreign investment—H. R. 5 (Boggs), to amend the Internal Revenue Code of 1954 to encourage private investment abroad, was approved tentatively on Aug. 19 by the House Ways and Means Committee which instructed its staff to draft an amended bill.

FTC cease-and-desist orders—H. R. 8841 (Steed) and similar bills to amend the Federal Trade Commission Act to provide for the issuance of temporary cease-and-desist orders to prevent certain acts and practices pending completion of FTC proceedings, are pending in the House Commerce Committee.

Intergovernmental relations—H. R. 6904, with amendments, was passed by the House Aug. 18 and by the Senate, with amendments, Sept. 10.

Labor-management practices—The conference report was adopted by the Senate Sept. 3 and by the House Sept. 4 and cleared for the President.

Marketing of potatoes—S. 17 is pending in Senate Agriculture Committee.

Marketing of poultry—H. R. 1344 (Sisk) and S. 430 (Engle) and similar bills are pending in Agriculture Committees. N.C.A. opposes application to canning.

Marketing orders and parity—H. R. 642 is pending in House Agriculture Committee.

Marketing order regions—H. R. 1070 is pending in House Agriculture Committee.

Premerger notification—S. 442 was approved by Senate Antitrust and Monopoly Subcommittee May 7 and is pending in Judiciary Committee. The House Antitrust Subcommittee has agreed to defer action until 1960.

Price increases—advance notice—S. 215 (O'Mahoney) was the subject of hearings by the Senate Antitrust and Monopoly Subcommittee in May. H. R. 4934 (McGovern) is pending in House Judiciary Committee.

Price increases—public hearings—H. R. 6263 (Reuss) was reported by House Government Operations Committee June 12. S. 2382 is pending in Senate Banking Committee.

Raw product bargaining—H. R. 1793 (Bow) is pending in House Judiciary Committee.

Robinson-Patman functional discounts—H. R. 4530 was the subject of hearings by the House Antitrust Subcommittee in June.

Robinson-Patman good faith defense—S. 11 was approved by the Senate Antitrust and Monopoly Subcommittee May 7 and is pending in the Judiciary Committee. H. R. 11 is pending in House Judiciary Committee. N.C.A. opposes.

State taxation of interstate commerce—The conference report on S. 2524 was adopted by the House Sept. 2 and by the Senate Sept. 3, and the bill was cleared for the President.

Unemployment compensation—H. R. 7177 (Mills) and H. R. 7178 (Simpson) are pending in the House Ways and Means Committee, which has concluded hearings.

Wage-Hour—S. 1046 (Kennedy) was approved, with amendments, by Senate Subcommittee on Labor July 10, and is pending before the Labor Committee (see story, page 279). N.C.A. opposes changes in the overtime exemptions.

Wage-hour agricultural labor—S. 1085 (McNamara), to extend coverage, was the subject of hearings by a special Senate Subcommittee on Migratory Labor on Aug. 7 and 26.

Wage-hour child labor—S. 2141 (McNamara), to eliminate the exemption, was the subject of hearings by a special Senate Subcommittee on Migratory Labor on Aug. 7 and 26.

Waste disposal facilities—H. R. 322 (Byrnes) is pending in House Ways and Means Committee.

Fisheries Legislation

Construction differential subsidy—H. R. 5421, with amendments, passed the House on Aug. 26. The revised Senate construction differential subsidy bill, S. 2578, was passed by the Senate Sept. 11.

Fisheries Assistance Act (loans)—Bills are pending in Senate Commerce Committee and House MM&F Com.

Fishermen's Protective Act—S. 971 is pending in Senate Commerce Com.

Mortgage and loan insurance—S. 2342 is pending in the Senate Fisheries Subcommittee. Similar bills are pending in House MM&F Committee.

Polluted shellfish—H. R. 1244 (Colmer) is pending in House Ways and Means Committee and S. 2112 (Jackson and others) is pending in Senate Finance Committee.

Salmon conservation—S. 502 was the subject of hearings by the Senate Fisheries Subcommittee in April and May. H. R. 4293 was the subject of a hearing by the House Fisheries Subcommittee in May.

Salmon predator—S. 1264 was passed by the Senate, with amendment, July 6 and is pending in House Fisheries Committee.

Shrimp imports—A number of bills to regulate the importation of shrimp are pending in the House Ways and Means Committee.

Tuna quotas—H. R. 443, H. R. 447, and H. R. 673 are pending in House Ways and Means Committee.

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